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3. (Trice Amended) A liquid crystal display apparatus comprising:

a liquid crystal display panel having a predetermined display characteristic;

a luminescent unit located adjacent to the liquid crystal display panel, wherein the luminescent unit includes a light collector, which collects ambient light, and a light source, wherein the collected ambient light is used as a backlight of the liquid crystal display panel;

5 a light receiving device substantially countering an optical path of the ambient light collected by the light collector, wherein the light collector illuminates the rear surface of the liquid crystal display panel, and the light receiving device detects the amount of collected ambient light; and

10 a control circuit electrically connected to the liquid crystal display panel and the light receiving device, wherein the control circuit varies the predetermined display characteristic in accordance with the amount of the detected ambient light, wherein the predetermined display characteristic includes transmittance, the control circuit changing a minimum transmittance in accordance with the amount of collected ambient light, and wherein the liquid crystal display panel includes electrodes to which a voltage of a predetermined range is applied, wherein the control circuit shifts the predetermined voltage range in accordance with the amount of collected ambient light to thereby change the minimum transmittance, wherein the liquid crystal display panel includes:

15 first and second substrates opposing to each other;

20 a liquid crystal layer arranged between the first and second substrates; and

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a sealed portion for sealing the liquid crystal layer and defining a peripheral area and a display area of the liquid crystal display panel, wherein the light receiving device is formed on one of the facing surfaces of the first and second substrates in the peripheral area and is formed between the first and second substrates.

7. (Thrice Amended) A liquid crystal display apparatus comprising:

a liquid crystal display panel having a predetermined display characteristic;

a luminescent unit located adjacent to the liquid crystal display panel, wherein the luminescent unit includes a light collector, which collects ambient light, and a light source, wherein the collected ambient light is used as a backlight of the liquid crystal display panel;

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a light receiving device substantially countering an optical path of the ambient light collected by the light collector, wherein the light collector illuminates the rear surface of the liquid crystal display panel, and the light receiving device detects the amount of collected ambient light; and

10 a control circuit electrically connected to the liquid crystal display panel and the light receiving device, wherein the control circuit varies the predetermined display characteristic in accordance with the amount of the detected ambient light, wherein the predetermined display characteristic includes contrast ratio, the control circuit adjusting the contrast ratio of the liquid crystal display panel in accordance with the amount of collected ambient light, and wherein the liquid crystal display panel includes electrodes to which a voltage of a predetermined range is applied, and wherein the control circuit narrows the predetermined voltage range in order to decrease the contrast ratio when the amount of collected ambient

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light is equal to or greater than a predetermined value, wherein the liquid crystal display panel includes:

first and second substrates opposing to each other;
a liquid crystal layer arranged between the first and second substrates; and
a sealed portion for sealing the liquid crystal layer and defining a peripheral area and a display area of the liquid crystal display panel, wherein the light receiving device is formed on one of the facing surfaces of the first and second substrates in the peripheral area and is formed between the first and second substrates.

16. (Thrice Amended) A liquid crystal display apparatus comprising:

a liquid crystal display panel having a predetermined display characteristic;
a luminescent unit arranged adjacent to the liquid crystal display panel for providing light to the display panel to illuminate the display panel, wherein the luminescent unit includes a light collector, which collects ambient light, and a light source, wherein the collected ambient light is used as a backlight of the liquid crystal display panel;

a light receiving device substantially countering an optical path of the ambient light collected by the light collector, wherein the light collector illuminates the rear surface of the liquid crystal display panel, and the light receiving device generates a light amount signal corresponding to the amount of collected ambient light; and

a control circuit electrically connected to the liquid crystal display panel and the light receiving device, wherein the control circuit varies the predetermined display characteristic in accordance with the light amount signal, wherein the liquid crystal display panel includes:

first and second substrates opposing to each other;
a liquid crystal layer arranged between the first and second substrates; and
a sealed portion for sealing the liquid crystal layer and defining a peripheral area and
a display area of the liquid crystal display panel, wherein the light receiving device is formed
on one of the facing surfaces of the first and second substrates in the peripheral area and is
arranged between the first and second substrates.

17. (Thrice Amended) A liquid crystal display apparatus comprising:

a liquid crystal display panel having a predetermined display characteristic;
a luminescent unit arranged adjacent to the liquid crystal display panel for providing
light to the display panel to illuminate the display panel, wherein the luminescent unit
includes a light collector, which collects ambient light, and a light source, wherein the
collected ambient light is used as a backlight of the liquid crystal display panel;

a light receiving device substantially countering an optical path of the ambient light
collected by the light collector, wherein the light collector illuminates the rear surface of the
liquid crystal display panel, and the light receiving device generates a light amount signal
corresponding to the amount of collected ambient light; and

a control circuit electrically connected to the liquid crystal display panel and the light
receiving device, wherein the control circuit varies the predetermined display characteristic
in accordance with the light amount signal, wherein the liquid crystal display panel includes
a pair of substrates, and wherein the light receiving device is arranged facing the luminescent

unit on one of the substrates and adjacent to the display area of the liquid crystal display panel, wherein the liquid crystal display panel includes:

first and second substrates opposing to each other;

a liquid crystal layer arranged between the first and second substrates; and

a sealed portion for sealing the liquid crystal layer and defining a peripheral area and a display area of the liquid crystal display panel, wherein the light receiving device is formed on one of the facing surfaces of the first and second substrates in the peripheral area and is formed between the first and second substrates.

32. (New) A liquid display apparatus comprising:

a liquid crystal display panel having a predetermined display characteristic, wherein the liquid crystal display panel includes,

first and second substrates opposing to each other,

and

a liquid crystal layer arranged between the first and second substrates;

a light receiving device which is formed on one of the first and second substrates between the first and second substrates and generates a light amount signal; and

a control circuit electrically connected to the liquid crystal display panel and the light receiving device, wherein the control circuit varies the predetermined display characteristic in accordance with the light amount signal.

Application No. 09/344,629

33. (New) The apparatus according to Claim 32, wherein the liquid crystal display panel includes thin film transistors arranged on one of the first and second substrates, and wherein the light receiving device is arranged on the same substrate as the thin film transistors.

34. (New) The apparatus according to Claim 32, wherein the liquid crystal display panel includes thin film transistors arranged on one of the first and second substrates, and wherein the light receiving device is selected to be formed by a same manufacturing process as the thin film transistors.